



THE WHITE HOUSE
WASHINGTON

THE ASSISTANT TO THE PRESIDENT

February 1, 1960

Dear Allen:

As we prepare this Administration's last off-the-record presentation for the Washington Conference for The Advertising Council, I wonder if I may count on your participation once again? The dates are the afternoon of March 15 and the morning of March 16. The place is the District Red Cross Building. I am tentatively holding for you the forty-five minutes between 9:00 a.m. and 9:45 a.m. on March 16.

Gordon Gray will be the chairman. It is our thought, if you think well of it, that you might make an opening statement of ten or fifteen minutes and devote the remainder of the time to taking questions. These will have been previously solicited from our guests and will be fed to you by Gordon.

If you can take part, I'll appreciate your letting me know, and Jim Lambie of my staff will work out the details with your people.

Sincerely yours,



Wilton B. Persons

The Honorable Allen W. Dulles
Director
Central Intelligence Agency
Washington 25, D. C.